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TOMORROW IS TODAY AT THE LYONDEL GARDENS

TWO YEARS ago a great delphinium appeared among the Lyondels; it had in abundance what other Lyondels lacked. It was crossed extensively with the cream of the garden, and the progenies of this union bloomed for the first time last fall and proved to be still better than their parents. The topnotchers of these have been crossed together to bring to you this year a race of Lyondels that will establish a new standard of delphinium excellence. I am offering my 1942 crop of seeds with unqualified enthusiasm, and unwavering faith in their worth. In former years I have regarded the Lyondels with considerable reserve; but not now. So, let others buy plants guilded with fancy names, and be satisfied with the delphiniums of the past; not so the customers of Lyondels: by making my newest developments immediately available without waiting years to build up stocks, I give to my customers TODAY the delphiniums of TOMORROW.

BUT THERE ARE STUMBLINGS BETWEEN THE SEEDS AND SEEDLINGS

LYONDEL SEEDS will germinate perfectly if given the right conditions; I know this because I test them before sending them out. If you don't obtain at least 100 seedlings from each packet, *you have done something wrong*. One may follow sowing directions to the letter and still fail. One may succeed with one strain and fail with another, and another man may obtain exactly opposite results. One half of the row sown with the same strain of seeds may come up well, the other half may fail. Even experts have occasional failures because there are a number of unknown factors upon which man has little control; the greatest of these being the soil. Perhaps the safest soil is one supporting a good stand of grass, of corn, or of clover. Some of the more common mistakes to be avoided are as follows: too alkaline soil (neutral is best); soil sterilization with heat or chemicals; heavy, baking soil; too deep sowing; sowing seeds too thinly; failure to treat seeds with Semesan before sowing; using city water instead of rain or well water; allowing the surface soil of the seedbed to dry, and too high temperatures.

THE CUSTOMER MAKES HIS PURCHASES FROM ME WITH THE UNDERSTANDING THAT I MAKE NO GUARANTEES WHATEVER, AND THAT I CANNOT BE HELD RESPONSIBLE FOR FAILURE OF SEEDS TO GERMINATE, OR FAILURE OF SEEDLINGS TO PROVE SATISFACTORY.

YES, I HAVE A HORN, BUT OTHERS BLOW IT FOR ME

EVERY YEAR I have given excerpts from many unsolicited letters kindly sent to me by satisfied customers. In order to save paper, I am printing only a few this year just to remind everyone that the Lyondels are not taking the dust of any strain. I am grateful to my customers for their flattering expressions. It will be a pleasure to give them better, and still better delphiniums as years go by.

AND HERE IS HOW THEY BLOW IT

Racine, Wisc., July 14, 1941

One of my spikes of Lyondel delphinium won the ribbon for the best specimen at the American Delphinium Society's exhibit in Chicago. — John J. Johnson.

(The Lyondels didn't do badly at the World's Fair, either, Mr. Johnson).

Lapel, Ind., August, 1941

It was my privilege and pleasure to be one of the three judges to pin a special gold seal and sweepstake ribbon on Miss Wolf's basket of Lyondel delphiniums at a combined flower show. — Mrs. Arthur Busby.

Hingham, Mass., June 19, 1942

I have obtained 3½ and 3¾ inch florettes from your seeds. One light bicolor is the particular giant, closely followed by a self lavender, and by some deep blue and lavender bicolors. Certainly there is no question about the statement in your catalog that you are willing to stand up against any competition. — L. G. Bruggemann.

Milwaukee, Wisc., Aug. 26, 1941

I have over 90 healthy plants from one packet of your seeds. Most of them have bloomed, and no two of them are identical. But if I were asked to select a favorite, I am afraid that I would not be able to make a choice. The whites are distinctive, and the selfs and bicolors are past description. I can safely say that over 50 per cent of the seedlings have florets over 3 inches across. — Mrs. W. J. Laudénbach.

Wauwatosa, Wisc., July 14, 1941

I think you are too modest. Seedlings from other hybridizers do give good results, but yours have a clarity of color and definiteness, call it zip, that has not been reached by others. — Van V. Lehman.

Delphi, Ind., Dec. 8, 1941

We had a wonderful year with delphiniums, with Lyondels leading in size and beauty. — Smith's Flower Garden.

Youngstown, Ohio, July 8, 1941

Your seed has germinated 100 per cent. — Terrace Gardens Company.

(And some have reported no germination with the same seed!)

Northville, Mich., Feb. 15, 1942

Blooms from your seedlings were the finest in

form and size I have ever raised or seen — and I have tried nearly all of the publicized strains. The colors, too, were simply glorious. — Mrs. H. B. Putnam.

Clintonville, Wisc., July 29, 1941

Until I bought seeds from you I thought I had the best delphiniums. Yours outclassed everything we have seen around here. — Edgar Winkel.

Granville, N. Y., July 5, 1941

Seedlings from your seeds are coming to bloom. I find a large number of choice and unusual plants among them. Seedlings from two other large growers are beside yours, but yours are at least 50 per cent stronger and better. — Harold E. Wilson.

NOW OBEY THAT IMPULSE AND MAKE YOUR SELECTIONS FROM THE FOLLOWING:

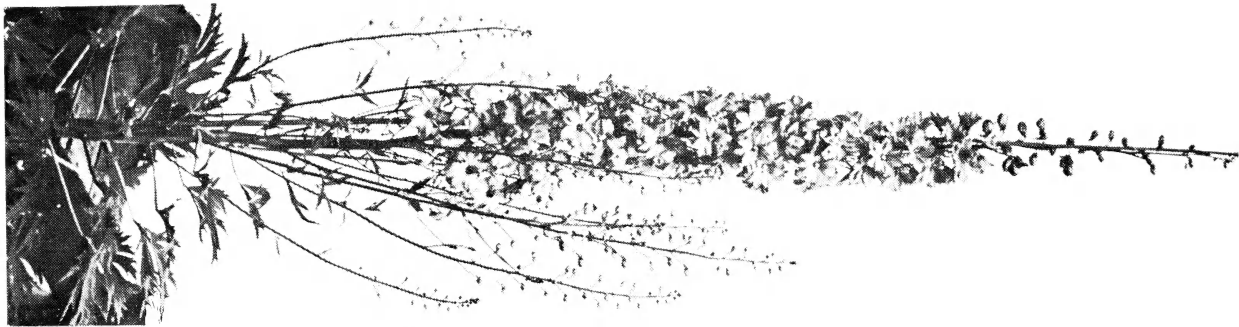
1. **LIGHT BICOLORS.** Light lavender outers, light blue inners, with eyes of matching or contrasting colors. Exceptionally clear colors. The best development in delphiniums is found in this group. Huge flowers, often 3 to 3¾ and less frequently 4 inches across. Massive spikes, sometimes 4 feet in flowers; longer under ideal conditions.

2. **DARK BICOLORS.** Sister plants of the above except that the outer sepals are deep, sparkling blue, and the inners dark royal purple, often blackish purple; a stunning combination. Broad sepals, and flat, circular flowers of huge proportions will be here this year in much larger numbers than before.

3. **SOFT SELF COLORS.** These charming colors were first made available by the Lyondel Gardens. Lilac, mauve, orchid, lavender-pink and white combinations, and subdued smoky shades are here; flowers up to 3½ and more inches across are here. And this year there will be more flat, circular flowers with well formed eyes in matching and in contrasting colors. For old customers or new, this is a real treat.

4. **DEEPER SELF COLORS.** Sister plants of the above. In the past these have been rather unpredictable, but now they breed true to color in gratifyingly large numbers. This group is another Lyondel achievement, placed on the market a number of years ago, but attaining its best development in this year's offerings. Here are absolutely solid shades of bluish purple, reddish purple, deep orchid, smoky plums. Add to these broad sepals and flat, circular flowers, giant size, eyes of contrasting colors, and majestic spikes, and you have something.

5. **PURE BLUE SELF.** I wish that I could be as enthusiastic about these as I am about the other colors, but I can't be. In this group you may find superb spikes and wiry constitution, but the flowers will not be large. If climatic conditions happen to be ideal, solid blue colors will appear to gladden the heart; but if conditions are not right, mauve shades may creep in. In time there will be blues closer to



**WHY LIVE WITH THE DELPHINIUMS OF YESTERDAY?
GROW LYONDELS AND SEE THE TOMORROW TODAY**